ORDER

1277766 Orders Order / Rev: 08328179 Alt Order #: REED FOR CONGRESS Product Desc: WGRZ Estimate: C04C10 Primary AE: Jim Quinn Flight Dates: 10/04/16 - 10/10/16 T-PHI Sales Office: 07/20/16 / 10/07/16 Original Date / Rev: Sales Region: NAT Political Order Type: Smart Media Group Inc/ POL Agency Name: Cash Billing Type: **Buying Contact:** Billing Calendar: Broadcast Billing Contact: WEEKLY Billing Cycle: 1427 Leslie Avenue Agency Commission: 15% Alexandria, VA 22301 New Business Thru: Reed, Tom / Republican / Congress **Advertiser** Name: Order Separation: 00:15:00 A35+ Demographic:

Bill Plan

Totals

Advertiser External ID:

Agency External ID:

Unit Code:

98895

7611AG

General

Start Date	ate End Date # Spots Gross Amount		Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating	
10/03/16	10/09/16	18	\$7.870.00	\$6.689.50	October 2016	27	\$11,765.00	\$10,000.25	0.00
10/10/16	10/16/16	9	\$3,895.00		Totals	27	\$11,765.00	\$10,000.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn	•		Start Of Order - End Of Order	100%

PL-US House Representative

AGY, (POL) Political, (POL) Candidate

P04-GB

Order Share	Share	Total	
WGRZ	34%	\$11,765.00	
Market	100%	\$34,602.94	

Product Codes:

Revenue Codes:

Priority:

Competitive Share	Share	Total
CABL	0%	\$0.00
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WIVB	38%	\$13,149.12
WKBW	16%	\$5,536,47
WNED	0%	\$0.00
WNEQ	0%	\$0.00
WNGS	0%	\$0.00
WNLO	1%	\$346.03
WNYB	0%	\$0.00
WNYO	0%	\$0.00
WUTV	11%	\$3,806.32

Ln Ch Start End	Inventory Code	Break	Start/End Ti	me Days	Len Spo	ots	Rate Pri Rtg Type S	Spots	Amount
E 1 WGRZ 10/07/16 10/0	7/16 NBC Nightly News	CM	630-7p		:30	1	\$625.00 P04-(0.00 NM	1	\$625.00
	NBC Nightly News								
NULL NBC NITELY NEV	NS (LIM						II.		
Start Date End D	ate Weekdays Sp	ots/Week	Rate	Rating					
Week: 10/03/16 10/09/	'16F	1	\$625.00	0.00					
E 3 WGRZ 10/10/16 10/1	0/16	CM	430-5a	M	:30	1	\$50.00 P04-(0.00 NM	1	\$50.00

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WGRZ

Order / Rev:

1277766

10/04/16 - 10/10/16

Advertiser: Product Desc: Reed, Tom / Republican / Congress

Alt Order #: Flight Dates: 08328179

REED FOR CONGRESS

Estimate:

C04C10

Rate Pri Rtg Type Spots Break Start/End Time Amount Ln Ch Start End Inventory Code Days Len Spots Local News @ 430a M-F (4:30 AM-5:00 AM) 2 Early Daybreak **NULL 2 EARLY DAYBREAK** Spots/Week Rate Rating Start Date End Date Weekdays \$50.00 0.00 10/16/16 Week: 10/10/16 **NBC Nightly News** 630-7p M-----:30 \$625.00P04-(0.00 NM \$625.00 E 4 WGRZ 10/10/16 10/10/16 CM **NBC Nightly News** NULL NBC NITELY NEWS (LIM Spots/Week Rate Rating Start Date **End Date** Weekdays \$625.00 0.00 Week: 10/10/16 10/16/16 M----7-730p CM M-----:30 \$300.00P04-(0.00 NM \$300.00 E 5 WGRZ 10/10/16 10/10/16 ET 7-730p (7:00 PM-7:30 PM) **Entertainment Tonight NULL ENTERTAINMENT TONIGH** Weekdays Spots/Week Rate Rating Start Date End Date Week: 10/10/16 10/16/16 M----\$300.00 0.00 E 6 WGRZ 10/10/16 10/10/16 **Today Show** CM Today Show :30 \$300.00P04-C 0.00 NM \$300.00 **Today Show NULL TODAY SHOW** Start Date End Date Spots/Week Rate Rating Weekdays Week: 10/10/16 10/16/16 \$300.00 0.00 :30 1 \$1,400.00P04-(0.00 NM \$1,400.00 CM E 7 WGRZ 10/10/16 10/10/16 Mon Prime Other 8p-11p M-(8:00 PM-10:00 PM) Mon Prime Special **NULL THE VOICE** End Date Weekdays Spots/Week Rate Rating Start Date Week: 10/10/16 10/16/16 \$1,400.00 0.00 E 8 WGRZ 10/08/16 10/08/16 Local News @ 6p Sa CM 6p-630p ----S-:30 \$400.00P04-(0.00 NM \$400.00 Sat News (6:00 PM-6:30 PM) NULL CH 2 NEWS AT 6PM Spots/Week Rating Start Date End Date Weekdays Rate ----S-\$400.00 0.00 Week: 10/03/16 10/09/16 ----s-E 9 WGRZ 10/08/16 10/08/16 CM :30 \$225.00P04-(0.00 NM Today Show Sa 7a-9a \$225.00 NBC Today Show (Sa) **NULL SATURDAY TODAY SHOW** Spots/Week Rate Rating Start Date End Date Weekdays \$225.00 0.00 Week: 10/03/16 10/09/16 ----S-:30 \$250.00P04-(0.00 NM E 10 WGRZ 10/09/16 10/09/16 Local News @ 7a Su CM 7a-8a \$250.00 (7:00 AM-8:00 AM) Daybreak Sunday 7-8a **NULL SUNDAY DAYBREAK** Spots/Week Start Date End Date Rating Weekdays Rate \$250.00 0.00 10/09/16 Week: 10/03/16 ---T---:30 \$50.00P04-(0.00 NM \$50.00 E 13 WGRZ 10/06/16 10/06/16 Local News @ 430a M-FCM 430-5a 2 Early Daybreak (4:30 AM-5:00 AM) **NULL 2 EARLY DAYBREAK** Spots/Week Start Date **End Date** Weekdays <u>Rate</u> Rating ---T---\$50.00 0.00 Week: 10/03/16 10/09/16 Description Start/End Time Weekdays <u>Length</u> Rate Rtg Type Spot Ch Date Range 430-5a (4:30 AM-5:00 A---Th----:30 (\$50.00) 0.00 NM 1 NGRZ 10/03/16-10/09/16 Local News @ 430a M-F [Recon Preempt per discrep report spot needs to be made good] 2 NGRZ 10/10/16-10/10/16 Local News @ 430a M-F (4:30 AM-5:00 AM-----:30 \$50.00 0.00 NM (f) MG for 13.1 10/06 [mg2] E 14 WGRZ 10/06/16 10/06/16 Local News @ 6p M-F CM 6p-630p ---T---:30 \$550.00P04-(0.00 NM \$550.00 (6:00 PM-6:30 PM) News at 6 **NULL CH 2 NEWS AT 6PM** Start Date End Date Weekdays Spots/Week Rate Rating ---T---\$550.00 0.00 Week: 10/03/16 10/09/16 CM Today Show ---T---:30 \$300.00P04-C 0.00 NM \$300.00 E 15 WGRZ 10/06/16 10/06/16 **Today Show** (7:00 AM-9:00 AM) **Today Show NULL TODAY SHOW** Spots/Week Start Date End Date Weekdays Rate Rating 10/09/16 \$300.00 0.00 Week: 10/03/16

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WGRZ

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Order / Rev:

1277766

Advertiser:

Reed, Tom / Republican / Congress

Alt Order #:
Flight Dates:

08328179

Product Desc:

REED FOR CONGRESS

10/04/16 - 10/10/16

Estimate: C04C1

C04C10

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	pots	Rate Pri Rtg Ty	pe Spots	Amount
E 15 WGRZ	10/06/1	6 10/06/16	Today Show	CM	Today Show		:30	1	\$300.00 P04-(0.00 I	NM 1	\$300.00
NULL T	ODAY S	HOW	Today Show		(7:00 AM-9:0	00 AM)				1	
E 16 WGRZ	10/04/1	6 10/04/16	Local News @ 43	0a M-PCM	430-5a	-T	:30	1	\$50.00 P04-(0.00 f	VM 1	\$50.00
NULL 2	EARLY	DAYBREAK	2 Early Daybreak		(4:30 AM-5:0	00 AM)					
Star Week: 10/6	rt Date 03/16	End Date 10/09/16	Weekdays -T	Spots/Week	Rate \$50.00	Rating 0.00					
E 17 WGRZ	10/04/1	6 10/04/16	Today Show Today Show	СМ	Today Show	v -T	:30	1	\$300.00 P04-(0.00 N	NM 1	\$300.00
NULL T	ODAY S	HOW									
Star Week: 10/0	rt Date 03/16	End Date 10/09/16	Weekdays -T	Spots/Week 1	<u>Rate</u> \$300.00	Rating 0.00					
E 18 WGRZ	10/05/1	6 10/05/16	Local News @ 43	0a M-FCM	430-5a	W	:30	1	\$50.00 P04-(0.00 I	NM 1	\$50.00
N III 1 0	EARLY		2 Early Daybreak		(4:30 AM-5:0	00 AM)					
		DAYBREAK	Weekdays	Spots/Week	Rate	Rating					
Week: 10/	rt Date 03/16	End Date 10/09/16	W	1	\$50.00	0.00					
E 19 WGRZ			ET 7-730p	CM	7-730p	W	:30	1	\$300.00 P04-(0.00 h	NM 1	\$300.00
NULLE	NTERTA	INMENT TO	Entertainment To	night	(7:00 PM-7:	30 PM)					
	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
Week: 10/	03/16	10/09/16	W	1	\$300.00	0.00				_	
E 20 WGRZ	10/05/1	6 10/05/16	Wed Prime A Wed Prime A	CM	8p-9p (8:00 PM-9:0	W 00 PM)	:30	1	\$1,125.00 P04-(0.00 I	NM 1	\$1,125.00
NULL B	LINDSP	ОТ			(,					
Sta Week: 10/	rt Date 03/16	End Date 10/09/16	Weekdays	Spots/Week	Rate \$1,125.00	Rating 0.00					
N24 WGRZ			Local News @ 6p		6p-630p	W	:30	1	\$550.00P04-(0.00 I	VM 1	\$550.00
			News at 6								
		VS AT 6PM			0 000			4	#550 00 D04 (0 00)		* 550.00
N25 WGRZ	10/07/1	6 10/07/16	Local News @ 6p News at 6	M-F CM	6p-630p	F	:30	1	\$550.00 P04-(0.00 J	VIVI	\$550.00
NULL C	H 2 NEV	VS AT 6PM									
N26 WGRZ	10/10/1	6 10/10/16	Local News @ 6p News at 6	M-F CM	6p-630p	M	:30	1	\$550.00 P04-(0.00 I	NM 1	\$550.00
NULL C	H 2 NEV	VS AT 6PM									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/		10/16/16	M	1 CM	\$550.00	0.00	-30	- 1	\$550.00 P04-(0.00 I	NM 1	\$550.00
			Local News @ 6p News at 6	IVI-F CIVI	6p-630p	M	:30	'	\$350.00 F04-(0.00 1	NIVI	\$550.00
		VS AT 6PM	AAV and Link below	Castaliale	Dete	Detina					
Sta Week: 10/	rt Date	End Date 10/16/16	Weekdays M	Spots/Week	<u>Rate</u> \$550.00	Rating 0.00					
N 28 WGRZ			Local News @ 6p		6p-630p	T	:30	1	\$550.00 P04-(0.00 I	NM 1	\$550.00
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			News at 6							2002	
		VS AT 6PM	Name of State (State (State	Constitution of the Consti		D (
<u>Sta</u> Week: 10/	na/16	End Date 10/09/16	Weekdays	Spots/Week	Rate \$550.00	Rating 0.00					
N 29 WGRZ			Local News @ 6p	M-F CM	6p-630p	W	:30	1	\$550.00 P04-(0.00 I	NM 1	\$550.00
			News at 6								
		VS AT 6PM	. A PERSON DEPOSITION	C1-00/1-	Dete	Detino					
Sta Week: 10/	nt Date 03/16	End Date 10/09/16	Weekdays	Spots/Week 1	Rate \$550.00	Rating 0.00					
N30 WGRZ			NBC Nightly News		630-7p	W	:30	1	\$625.00 P04-(0.00 I	NM 1	\$625,00
NULL C	H 2 NEV	VS AT 6PM	NBC Nightly New								
<u>Sta</u> Week: 10/	rt Date 03/16	End Date 10/09/16	Weekdays	Spots/Week 1	Rate \$625.00	Rating 0.00					
N31 WGRZ				ogram CM		cal Pro -T	:30	1	\$850.00 P04-(0.00 J	NM 1	\$850.00
			Prime Political Pr	_						I	

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 REED FOR CONGRESS
 WGRZ

 Flight Dates:
 10/04/16 - 10/10/16
 Estimate:
 C04C10

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
N31 WGRZ	10/04/1	6 10/04/16	Prime Political Pr	ogram CM	Prime Politi	cal Pro-T	- :30	1 \$	850.00P04	-(0.00 NM	1	\$850.00
			Prime Political Pr	rogram								
Sta	t Date	End Date	Weekdays .	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/0	03/16	10/09/16	-T	1	\$850.00	0.00						
N32 WGRZ	10/07/1	6 10/07/16	Last Call	CM	135a-207a	F-	- :30	1	\$90.00 P02	-F 0.00 NM	2	\$90,00
			Last Call w/Carso	on Daly								
Sta	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/0	03/16	10/09/16	F	1	\$90.00	0.00						
	Date Ra		escription		/End Time		Weekdays	Length		Rtg Type		
1 NGRZ	10/03/16	5-10/09/16 L	ast Call	135a	ı-207a		F	- :30	(\$90.00)	0.00 NM		
	MG 32.	•										
	r Manage	-								120210		
		S-10/09/16 1:	2-1230a Su	12x-	1230x		Sı	u :30	\$20.00	0.00 NM		
~	for 32.1				_							
		•	otball and NASCA							22250		
3 NGRZ	10/10/16	6-10/10/16 V	/NY Living 1130a-	12p WN`	Living 1130) ;	M	- :30	\$70.00	0.00 NM		
⊕ MG	for 32.1	10/07										
[pre	booked	MG 1.1]										
										Totals	27	\$11,765.00